

RODNEY A. SMITH
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Rodney Smith received his CPA Certificate in February of 1971, from the Maryland State Board of Public Accountancy, Certificate No. 3042. He accepted a Masters of Business Administration Degree in June 1966, from the University of Maryland with a major concentration in Finance and Accounting.

Currently, Smith is the Founder and President of Tele-Town Hall, LLC - an innovative system linking politicians to their constituents via voice over IP(Internet Protocol). Prior to starting his new company, Smith was a **marketing and fundraising consultant**. His clients have included the NRCC, NRSC, RNC, U.S. Chamber of Commerce, National Federation of Independent Businesses, U.S. English, American Express, Reynolds Tobacco and a number of other political candidates, committees, and non-profit organizations.

For two years (1995-1996), he was the **National Finance Director** for the National Republican Congressional Committee. In this capacity, he raised over \$100 million, which enabled the Republican Party to hold its control of the U.S. House of Representatives for the first time in nearly 70 years.

For two years (1987-1988), he was the **National Finance Director** for the Jack Kemp for President Campaign with the ultimate responsibility for all fundraising. When he took over in January 1987, the campaign was in a negative cash flow position, had no effective internal fundraising structure, and had less than 10,000 useful donor names. In addition, the campaign was handicapped by the fact that our candidate was never able to move above 6% on any national poll. Under Smith's direction, and despite these difficulties, the Kemp Campaign raised over \$18 million from 100,000 donors at a cost of slightly less than 40%.

For two years (1985-1986), Smith was asked by Senator John Heinz to return as the **Treasurer and Finance Director** of the National Republican Senatorial Committee. During this single two-year election cycle, he directed programs that generated over \$96 million at a cost of less than 40%, which was, and still is, an all-time record--both in terms of gross and net dollars raised by the Committee. In addition, he developed a new donor-conducting program that enabled the NRSC to direct \$15 million in a new money campaign to candidates.

From 1983-1984, Smith was **marketing and fundraising consultant** for several non-profits organizations and political campaigns.

Smith spent six years (1977-1982) as **Treasurer and Finance Director** of the National Republican Senatorial Committee, with the ultimate responsibility for the development and operation of all the Committee's fundraising programs. Beginning with no contributor base, no cash reserves, and no existing fundraising programs, Smith designed, developed, and directed a series of ongoing fundraising programs that generated over \$80 million for the Committee for the period of January 1, 1977 to December 31, 1982. During his six-year tenure, 29 new Republican Senators were elected, only three incumbents were defeated, and the Republican Party gained control of the United States Senate for the first time in 26 years.

For two years (1975-1976), Smith was the **Finance Director** at the Republican National Committee, with the primary responsibility for the RNC's Direct Mail Program. During these two years as Finance Director, Smith tripled the RNC's direct mail receipts.

From 1973 to 1974, Rodney Smith was the **Comptroller** for the Republican National Committee, where he had the overall responsibility for the Committee's accounting and budgeting functions. This included the selection, development, and implementation of an entirely new computerized accounting system.

In 1972, Smith was the **Assistant to the Treasurer** at the Financial Committee to Re-elect the President.

For two years (1969-1971), Smith was an **auditor** with Ernst & Young, a national public accounting firm. At Ernst & Young, Smith's most interesting assignment was to audit the financial records of the 1968 Nixon/Agnew Campaign.

From 1966 to 1968, Smith served in the United States Marine Corps.

For a period of seven years (1970-1976), Smith served on the faculty of the University of Maryland as a part-time Professor in Accounting and Business Management.

In 1996, Rodney Smith was honored by winning the "Pollie Award", given out by the American Association of Political Consultants, as the "Most Valuable Player in a Campaign" in the Republican Party for the work he accomplished for the NRCC. He is the only finance professional ever to be given this award.

Rod has written a book about the unintended consequences of campaign finance reform. Titled "Money, Power & Elections: How Campaign Finance Reform Subverts American Democracy," published by LSU Press and the Reilly Center for Media & Public Affairs at Louisiana State University. The book was released in the spring of 2006.

In December of 1997, Rodney was asked by the International Republican Institute to be the keynote speaker for the Turkish Conference on Ethics held in Istanbul, Turkey. The Democratic Turkish Party sponsored the conference.

Special Note (1): In addition to his experience in national committees and in presidential campaigns, Rodney Smith has also been significantly involved in the fundraising efforts of well over 50 Senate campaigns.

Special Note (2): Rod has developed and successfully patented an electronic fund transfer recruitment process titled, "Automatic Fund Collection and Payment Processing Method and Apparatus," U.S. Application No. S/N431,184.

Special Note (3): Rod has developed and applied for two patents on a phone dialing system that enables a single star speaker to connect thousands of pre-selected individuals to a large-scale outbound mass meetings by phone via a voice IP (Internet Protocol) connection titled "Tele-Town Hall" U.S. Application No. 10/954,837. & 11/350,194.